

LUX* Lijiang awarded 'Best Theme Hotel' in China

Recently unveiled as the cornerstone of the expansion of LUX* Resorts & Hotels in China, LUX* Lijiang wins its first national award being recognized as 'Best Theme Hotel'.

Founded by 'Travel Info Magazine', one of the most established travel publications in China with a monthly circulation of over 400,000 copies, the 2nd edition of China Best Hotels & Resorts Award Ceremony took place in Shanghai in the presence of local authorities and travel industry experts.

Striking interiors inspired by tales of the Tea Horse Road finely combined with the traditional Naxi timber-frame structure of the hotel have set LUX* Lijiang apart from the rest. 'Lijiang is well known in China as a place to relax and get away from big cities. LUX* Lijiang has positioned itself as an oasis of peace in the bustling Ancient Town' says Regional Director Dominik Ruhl, 'where most of the other hotels only offer an overnight stay, LUX* Lijiang provides journeys and packages tailored to discover the beauty of the region'.

Being the only international 5 star Boutique Hotel located in the heart of Lijiang's Ancient Town, a UNESCO World Heritage Site, LUX* Lijiang is the first of a series of boutique properties set to be developed along the Tea Horse Road by LUX* Resorts & Hotels in China. Discerning travelers seeking more than just a tour of the region will discover what Yunnan has to offer through the locale light of LUX* Tea Horse Road.

The spirit of this incredible area is showcased by guided tea circuits, tailor-made trekking around lush valleys, gazing at snow-capped peaks of sacred mountains or simply listening to eternal tales of the caravans kept alive by the elders. The culture is rich and may be experienced through meeting the people that make up the different minorities in the region, for example the Naxi people in Lijiang who have a unique cuisine which is delicious as well as the dongba pictogram writing on display in the Ancient Town that graphically tell many stories of events of years gone by.

Stretching all the way to Lhasa, the journey of a lifetime along the Tea Horse Road starts now in Lijiang, capturing the essence of some of the most unspoiled regions of China, in harmony with its extraordinary people and the uplifting spirit of the destination.

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LUX* Resorts & Hotels is a collection of premium resorts & hotels promising a differentiated approach to luxury, that is spontaneous and authentic. The resorts and hotels are conceived to Inspire, Surprise & Delight guests, by offering a distinctive and imaginative lifestyle vacation experience, where guests can celebrate life and enjoy light living.

The resorts and hotels in the LUX* portfolio are LUX* Belle Mare, Mauritius; LUX* Le Morne, Mauritius; LUX* Grand Gaube, Mauritius; LUX* Maldives, LUX* Ile de la Réunion, LUX* Lijiang, China and soon LUX* Al Zorah, UAE.

LUX* Resorts & Hotels are places where each moment matters. It's where the ordinary is done extraordinarily. It's a rest from which you return, both invigorated and inspired. Clear rather than cluttered, free rather than formal, spontaneous rather than predictable, LUX* Resorts & Hotels are simpler and fresher, lightening, brightening and heightening the resorts & hotels concept.

LUX* Resorts & Hotels is a member of LUX* Island Resorts Co Ltd, which is listed on the Stock Exchange of Mauritius and is an affiliate member of GML (Groupe Mon Loisir), a major economic player in the Indian Ocean, leader of the "Top 100" Mauritian companies. GML is active in key sectors of the Mauritian economy, representing a portfolio of approximately 300 subsidiaries and associated companies.